

Inside Jaime Bejar's 100-Person Operation: How Cashflow Creators is Redefining E-Commerce Infrastructure

Jaime Bejar, Founder and CEO of Cashflow Creators, is scaling a new model for e-commerce support and entrepreneur education.



Los Angeles, California Dec 27, 2025 ([Issuewire.com](https://www.Issuewire.com)) - [Jaime Bejar](#), Founder and CEO of Cashflow Creators, is scaling a new model for e-commerce support and entrepreneur education built around operational rigor, community-first teaching, and a tightly integrated technology stack. What started as a founder-led initiative has expanded into a 100-person operation that runs two

complementary ventures: Cashflow Creators, a full-service e-commerce infrastructure partner, and Online Empire University, a skills-first training ecosystem for ambitious sellers.

“Most e-commerce founders think of growth as traffic and product only,” says Bejar. “We built an organization that treats back-end operations, recurring cashflow, and people development as the growth engine. That combination is what lets businesses scale reliably — and what we teach at Online Empire University.”

A people-powered infrastructure

At the heart of the operation is a multidisciplinary team of about 100 people who manage everything from product launch pipelines and order fulfillment coordination to conversion optimization and customer lifecycle programs. Bejar describes the staff composition as intentionally balanced: operations managers, growth strategists, supply-chain specialists, creative producers, data analysts, and education designers that power Online Empire University’s curriculum.

The result is a service model that looks and feels different from typical agency offerings. Instead of one-off projects, Cashflow Creators positions itself as a strategic operating partner — plugging into client systems and acting as an extension of in-house teams. That depth of integration is designed to solve a common challenge for online sellers: how to convert short-term spikes into long-term, predictable cashflow.

“We don’t just optimize a landing page or run a campaign,” explains Bejar. “We architect the funnels, the fulfillment cadence, the repeat purchase pathways, and the customer experience so revenue becomes stable and compounding.”

Operational playbooks + proprietary tooling

Behind the scenes, Cashflow Creators has codified operational playbooks that govern how campaigns are executed and scaled. Playbooks standardize everything from creative testing and ad spend pacing to inventory buffers and post-purchase flows. This reduces variability and lets account teams move faster while preserving quality.

Complementing the playbooks is a growing set of proprietary tooling — internal dashboards and automations that consolidate metrics across ad platforms, marketplaces, fulfillment partners, and customer service systems. Those tools give teams a single pane of glass for spotting friction points and prioritizing fixes that improve cashflow and margin.

Training the next generation of founders

While the agency arm focuses on execution, Online Empire University focuses on capability building. The curriculum is structured to take students through the entire seller lifecycle: niche validation, product sourcing, launch mechanics, paid media strategies, retention, and scaling operations. Courses combine on-demand lessons with cohort-based projects and hands-on lab time where participants work on real accounts.

That dual approach of execution and education is intentional. Bejar believes that an educated founder base makes for healthier partnerships and stronger outcomes. Graduates of Online Empire University emerge not just with marketing tactics, but with operational frameworks they can apply immediately to build resilient businesses.

“Education without operational experience is theory,” Bejar notes. “Execution without education is often haphazard. When we connect learning with real projects, founders become capable operators instead of getting stuck repeating mistakes.”

A culture built for scale

Scaling a 100-person team across two business functions requires cultural clarity. Cashflow Creators emphasizes principles that keep teams aligned: ownership, transparency, and iterative improvement. Daily standups, weekly retrospective sessions, and cross-functional planning meetings are woven into the company’s rhythm to maintain coordination across marketing, ops, and education.

Bejar says remote-first hiring has been critical to accessing diverse talent while maintaining lean overhead. “We hire for resourcefulness and curiosity,” he explains. “Technical skills can be taught, but the ability to own outcomes and iterate quickly is what separates great teams.”

Measuring success beyond vanity metrics

For many e-commerce advisors, success is judged by clicks, impressions, and short-term ROAS (return on ad spend). Cashflow Creators takes a broader view: lifetime customer value, repeat purchase rate, fulfillment efficiency, and negative churn. That shift in KPI focus informs tactical decisions — for example, adjusting ad spend to favor audiences with higher repeat rates, or investing in packaging and follow-up flows that improve retention.

This metrics philosophy is shared with Online Empire University students, who are trained to measure impact across the customer lifecycle rather than just the launch week. Bejar argues that the longevity of a business matters far more than any single funnel win.

Case studies and early wins

While respecting client confidentiality, Cashflow Creators points to a pattern of outcomes that illustrate its approach: product sellers who moved from lumpy, seasonal revenue to sustainable monthly recurring cashflow; brands that improved gross margins by tightening fulfillment and returns processes; and founders who transitioned from solo operators to hiring accountable teams within months of graduating from Online Empire University.

These success stories aren’t accidental. They are the result of applying repeatable playbooks and embedding continuous learning into operational work.

Looking ahead: infrastructure for a new era of commerce

[Jaime Bejar](#) views the current moment in e-commerce as an opportunity to rethink how small and mid-sized sellers build long-term value. The proliferation of platforms and ad channels means that tactical advantage is short-lived; structural advantage — the ability to operate efficiently, retain customers, and iterate quickly — is where long-term winners will emerge.

“Our work is about building the infrastructure small brands need to compete with bigger incumbents,” Bejar explains. “That means better systems, smarter metrics, and a commitment to teaching operators how to run their businesses for resilience, not just virality.”

How to connect

Cashflow Creators and Online Empire University are actively onboarding new partnerships and enrollment cohorts. Interested founders and media can learn more or request an interview with Jaime Bejar through the company's contact:

Jaime Bejar

Founder / CEO, Cashflow Creators

Email: admin@dinheirollc.com

Website: <https://cashflowscreators.com/>

About Cashflow Creators & Online Empire University

[Cashflow Creators](#) is an e-commerce operations and growth partner that helps independent brands stabilize revenue and scale profitably through integrated marketing, fulfillment coordination, and lifecycle optimization. Online Empire University is the company's education arm, delivering practical, cohort-based training and hands-on labs that prepare founders to run resilient online businesses. Together, the two entities aim to professionalize the e-commerce ecosystem by coupling executional muscle with transferable skills.

Media Contact

Cashflow Creators

*****@dinheirollc.com

(415) 494-4103

Los Angeles, CA

Source : Cashflow Creators

[See on IssueWire](#)